

Step 2 Summary

OLYMPIA DOWNTOWN STRATEGY

Step 2 involved developing and analyzing alternative land use and urban design scenarios, parking study scoping, and related public engagement activities. Specific events and tasks are outlined below.

MAJOR EFFORTS

Land use and urban design alternatives to Guiding Framework

Step 2's major effort was to develop and analyze alternative scenarios for downtown's land use and urban design. The team developed the scenarios in an iterative process based on background information and public engagement efforts from Step 1 and through Technical Team and Stakeholder Work Group meetings (December, January, and February). The scenarios explored different goals and characters for downtown. See Workshop 2 results on page 12 for more detail.

The scenarios were presented at Workshop 2 (February) for feedback and prioritization of the many ideas proposed. Online Survey 2 asked for more detail on specific proposals to further refine strategies. Evaluation of these scenarios, along with public feedback, led to the draft Guiding Framework (Appendix C). The Guiding Framework will continue to evolve during Step 3 and will be the basis for the Downtown Strategy.

Parking study scope

The team developed a draft scope of work for an upcoming parking study. (The final draft will be presented to Council on May 3.)

Preliminary economics analysis

Greg Easton presented preliminary findings at the January 6 Stakeholder Work Group. See summary on page 2.

Preliminary streets design

The team met with Transportation staff and bicycle advocates to understand the existing context and current proposals and recorded these thoughts in the form of a "modal priorities map." The team also visited and analyzed select streets to begin developing strategies and conceptual designs. These efforts are continuing in Step 3.



The Stakeholder Work Group developed the live, work, and visit themes and framework for the alternative scenarios.

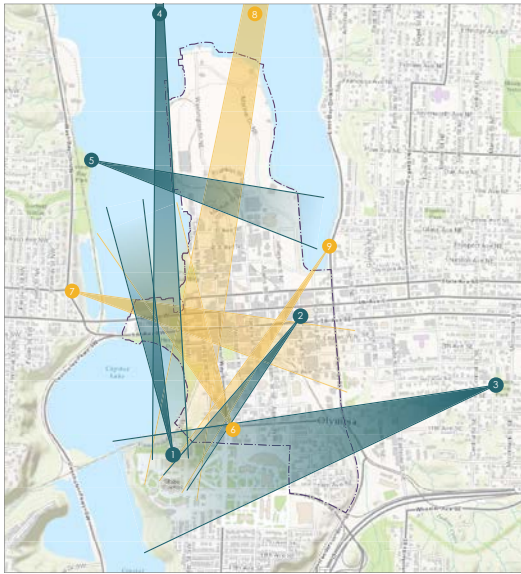


The Technical Team refined the scenarios.



Staff and consultants further refined the scenarios for feedback at Workshop 2.

DRAFT VIEW CORRIDORS MAP



POTENTIAL VIEWS FOR ANALYSIS

- | | |
|---|--|
| 1 Capitol Campus Promontory to Budd Inlet | 4 Capitol Way & Union to Olympic Mountains |
| 2 Cherry St to Capitol Dome | 5 Park of the Seven Oars to Mt Rainier |
| 3 Madison Scenic Park to Capitol Dome/Black Hills | 6 Priest Point Park to Capitol Dome |
| 4 Puget Sound Navigation Channel to Capitol Dome | 7 East Bay Dr Lookout to Capitol Dome |
| 5 West Bay Park Lookout to Mt Rainier | |

Teal view corridors have been selected for analysis.

Preliminary viewshed analysis

On March 3, the team received the green light from Council's Land Use and Environment Committee to begin analysis on five specific viewsheds. The team has also been receiving and responding to additional views suggested by community members, reviewing current development standards to understand potential building envelopes, and developing the 3D digital model for selected viewpoints. Identification of five more viewsheds and further analysis will continue in Step 3.

PUBLIC ENGAGEMENT AND PRESENTATION SUMMARIES

The team engaged the public through a variety of means and included targeted meetings to delve into specific topic areas. Presentation summaries and results of these meetings are as follows:

December 2 Stakeholder Work Group

MAKERS worked with the group to develop the themes and framework for land use and urban design alternative scenarios.

December 11 Technical Team

The team presented the ideas from the Stakeholder Work Group and, with staff expertise, developed them into more fleshed out scenarios with specific land use, urban design, and transportation proposals.

January 6 Stakeholder Work Group

Kyle Wiese, EDC, presented Downtown Business Survey highlights, including the trend that downtown businesses are growing and that vagrancy/sense of safety and parking are seen as major issues. Greg Easton, Property Counselors, presented preliminary business and market analysis findings, including:

- Retail opportunities include building on strength in "lifestyle" sectors, capturing share of expected regional growth, and growing downtown population and attractiveness/uniqueness of downtown to increase sales,
- Office opportunities include strong long-term growth projected in private office-using employment, downtown is the premier regional location for office, vacant space is an amenity in its ability to offer affordable space for startup business, downtown will be more attractive with physical and commercial improvements, and
- Industrial opportunities include affordable buildings for industrial uses, many industrial businesses have modest space needs (available in downtown), targeted businesses include brewing/distilling, environmental products and services, information technology, and arts.

Following the economic presentations, the group gave feedback

on the refined and evolving scenarios, suggesting ways to make them more user-friendly.

January 6 historic preservation and design review

City staff and the MAKERS team met to discuss major challenges and goals to improve design review and historic preservation. The following themes arose during the meeting and are likely to be addressed in the Downtown Strategy:

- Historic preservation and economic development should be balanced, so feasibility thresholds should be analyzed,
- Design guidelines for the historic district and downtown in general are lacking,
- Adaptive re-use incentives should be explored,
- Design topics are currently disorganized throughout code, and
- The historic district boundary may need adjustments.

Other themes raised, but outside of the scope for 2016, included:

- The joint review process needs improvements,
- The trigger for projects to receive Design Review Board review rather than administrative review should be explored, and
- Building assessments and an inventory are needed to place buildings on the historic register.

January 6 and February 3 meetings with architect for Water Street Redevelopment Project and Port East Bay Properties

The team learned about current and upcoming downtown projects to understand goals and barriers to development.

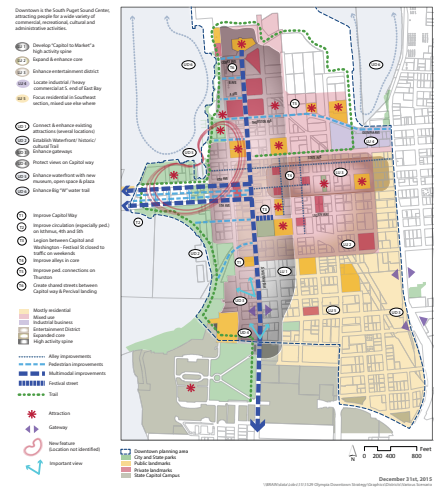
February 10 social services and housing providers

City staff presented the current housing inventory and the MAKERS team presented the draft scenarios for feedback. Themes included the importance of:

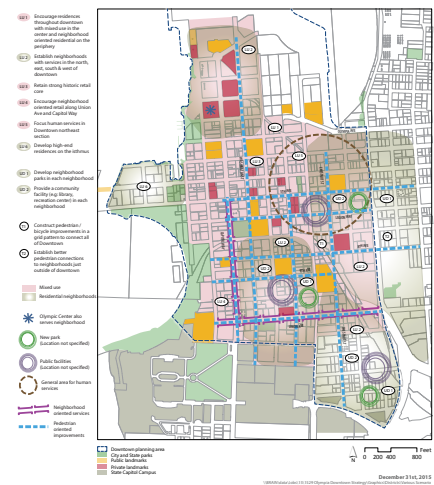
- The Transit Center and walkability in its vicinity,
- Locating downtown and the need for 1) a policy to provide a standard process for siting facilities downtown, 2) missing services in the social safety net to be downtown or easily accessible, and 3) affordable space for providers downtown (i.e., prevent displacement),
- Healthy conversations with City leadership, developers, and land owners,
- A diversity of housing and mixed-income communities, and
- Tools (e.g., multifamily tax exemptions and inclusionary zoning) to maintain and grow affordable housing downtown.

These themes were integrated in the Guiding Framework.

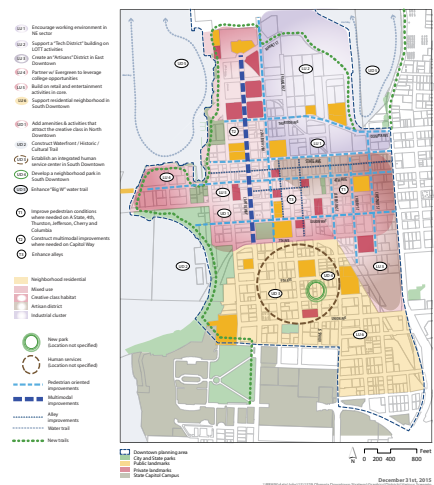
Olympia Downtown Strategy SCENARIO 1. VISIT DOWNTOWN IS A REGIONAL FOCUS



Olympia Downtown Strategy SCENARIO 2. LIVE LIVELY LIVABLE NEIGHBORHOOD



Olympia Downtown Strategy SCENARIO 3. WORK THRIVING ECONOMY



Draft scenarios presented for feedback at the January 6 Stakeholder Work Group.

DRAFT Modal Priority



This map summarizes the existing and proposed street network prior to Downtown Strategy analysis.

March 2 transportation and street design meeting (staff and community advocates)

Transportation staff and bicycle advocates described the current street network, projects in the works, and popular suggestions. The team summarized these in a draft Modal Priorities Map. Olympia does not have a detailed downtown bike master plan, so a task for the Downtown Strategy is to provide preliminary recommendations on a north-south bike route through downtown.

February 3 Stakeholder Work Group

The team presented the further refined scenarios and tested draft Workshop 3 activities for usability. The Group suggested ways to better organize the scenarios.

February 20 Public Workshop 2

See the Workshop 2 summary (Appendix B) on page 12. Results of this workshop informed the Guiding Framework.

March 2 Stakeholder Work Group

MAKERS shared Workshop 2 results and presented a draft Guiding Framework for discussion. The Stakeholder Work Group showed strong support for the draft.

March 17-27 Online Survey 2

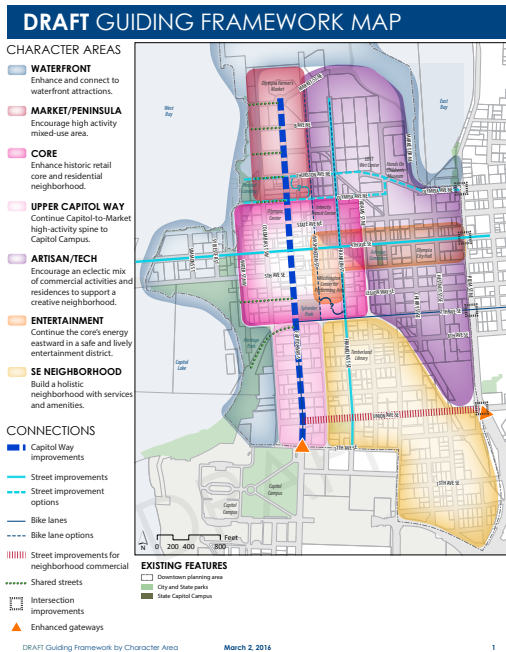
See the Online Survey 2 summary on page 23. Online survey results informed the street network and designs proposals and will be used to update the Guiding Framework and develop strategies.

STEP 3 ACTIVITIES

(March - May)

The following events occurred or are upcoming as part of Step 3 and are not summarized in this document:

- March 31 transportation and street design staff and interagency meeting,
- March 31 sea level rise staff meeting,
- April 6 Stakeholder Work Group,
- April 12 Heritage Commission,
- April 26 Council Study Session,
- April 28 Business and Developers Forum,
- May 4 Stakeholder Work Group,
- May 10 Council meeting to vet Guiding Framework,
- May 23 Urban Design Discussion, and
- June 6 Public Workshop 3.



DRAFT Guiding Framework by Character Area March 2, 2014
 Draft Guiding Framework summary map

Appendix A:

Alternative Scenarios

The following scenarios were developed December 2015 through February 2016 and represent a “bucket list” of proposals raised in the public process and technical analysis. Prioritization and refinement of these proposals led to the draft Guiding Framework in Appendix C.

SCENARIO A: VISIT



The Big Picture

PROPOSALS

- Build on existing attractions (*) in waterfront and core, and develop a Capitol to Market "high activity spine" with:
 - Diverse, high quality architecture and historic preservation,
 - A positive relationship between social services and businesses/ attractions, and
 - Highly visible and active public spaces and amenities.



- Enhance "entertainment district" with special focus on safety and integration with surrounding uses.



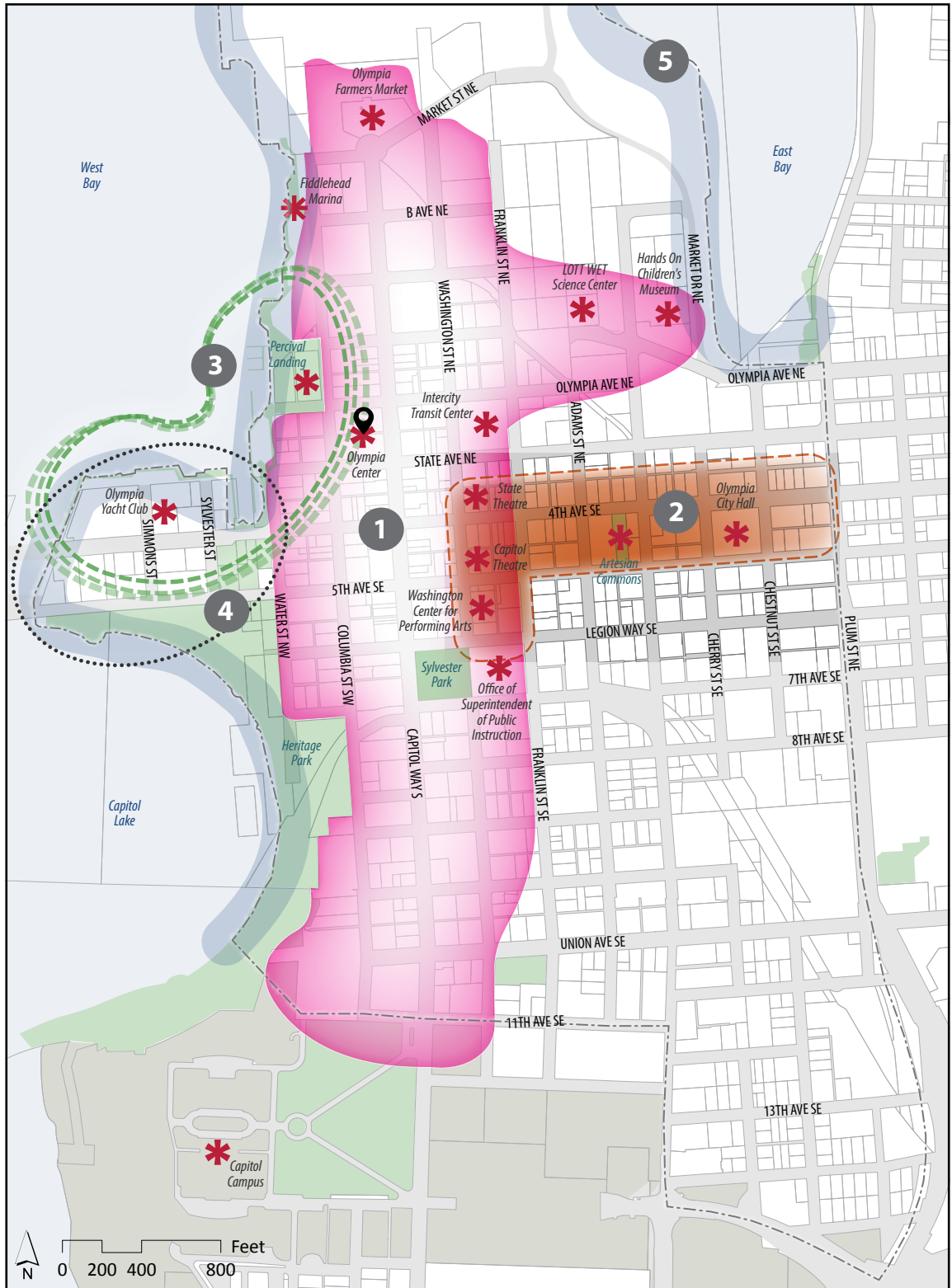
- Add new museum and plaza/park to waterfront (location not specified).



- Develop a master plan for the isthmus.



- Enhance waterfront recreation opportunities.



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)

STRENGTHS

- Builds on assets and current identity
- Draws regional visitors
- Enhances retail activity
- Enlivens Capitol Lake waterfront
- Encourages bus ridership
- Invites State workers and visitors into downtown
- Encourages high quality architecture and civic spaces

CHALLENGES

- Would require additional parking supply
- Nighttime activity near residential areas
- High cost, especially for new attractions
- Requires high quality development
- Sea level rise/flooding generally north of Legion Way

SCENARIO A: VISIT



Transportation

PROPOSALS

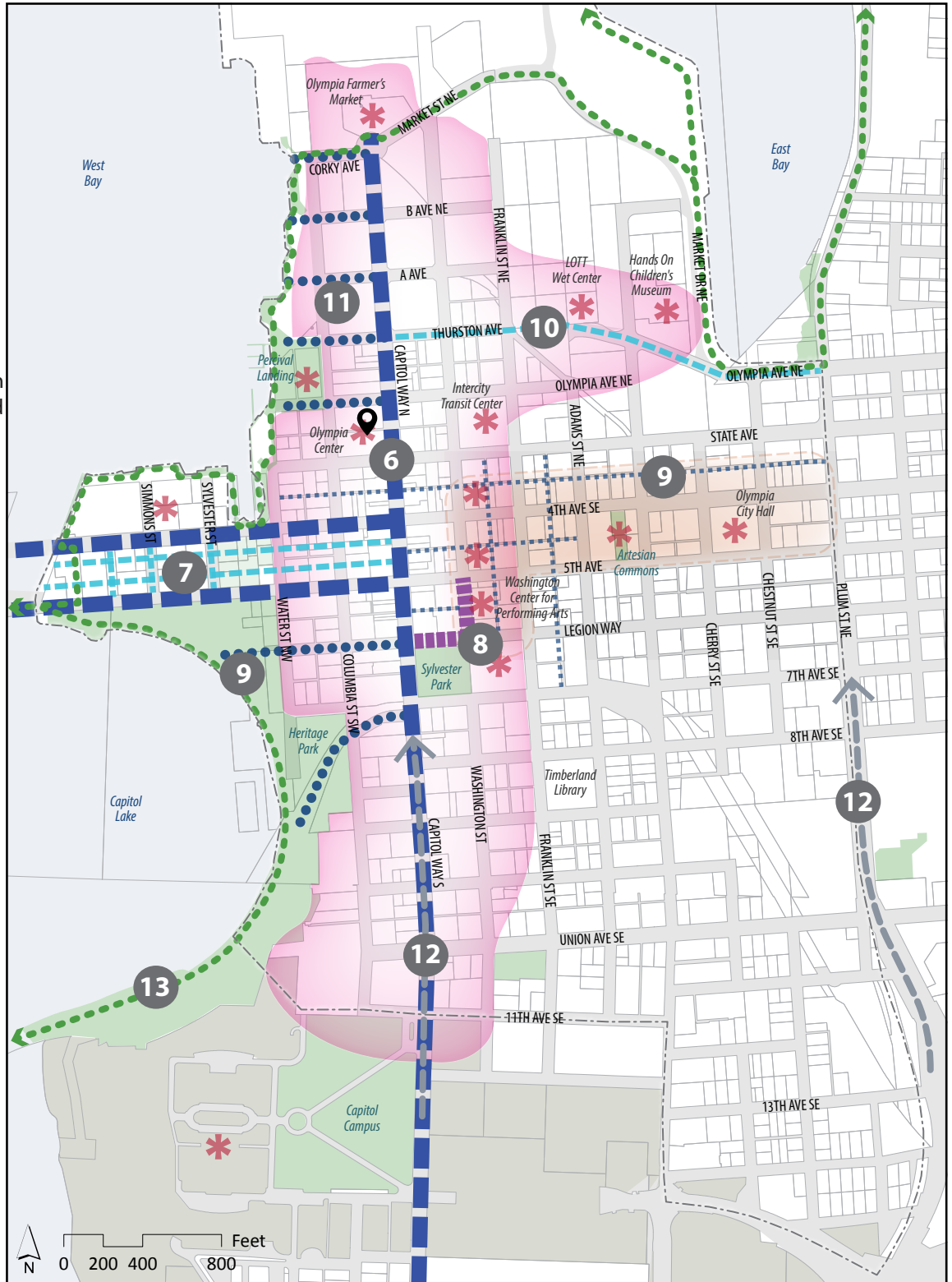
- 6** Improve Capitol Way as the City's "signature street."
- 7** Improve circulation, especially pedestrian, around 4th and 5th Aves.
 Pedestrian improvements
 Pedestrian, bicycle, and vehicular improvements
- 8** Design Legion Way (between Capitol and Washington) and Washington St (between Legion and 5th) as "festival streets" that can be closed for scheduled activities.
- 9** Continue to improve alleys in core.
- 10** Improve pedestrian connections on Thurston Ave.
- 11** Create "shared streets" from Capitol Way to Percival Landing and Capitol Lake.
- 12** Enhance major entries into downtown.
- 13** Continue to develop the Olympia Waterfront Route and connect to a new walking/biking trail that highlights cultural and historic features (route not identified).

BIG PICTURE PROPOSALS

- High activity core and waterfront
- Entertainment district

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Capitol Way could be a striking "Main St"
- Attractions are better connected for pedestrians, bicycles, and cars
- Builds on current alley improvements
- Includes several innovative street design concepts that emphasize public space

CHALLENGES

- Requires traffic analysis
- High cost



SCENARIO B: LIVE



The Big Picture

PROPOSALS

1 Establish neighborhoods with services and a range of housing options. Require development to be sensitive to the scale and character of existing neighborhoods and most housing to be “ground related.”

Significant residential growth

Modest residential growth

Neighborhood-oriented services (retail, professional, etc.)

2 Retain residential in the mixed-use core.



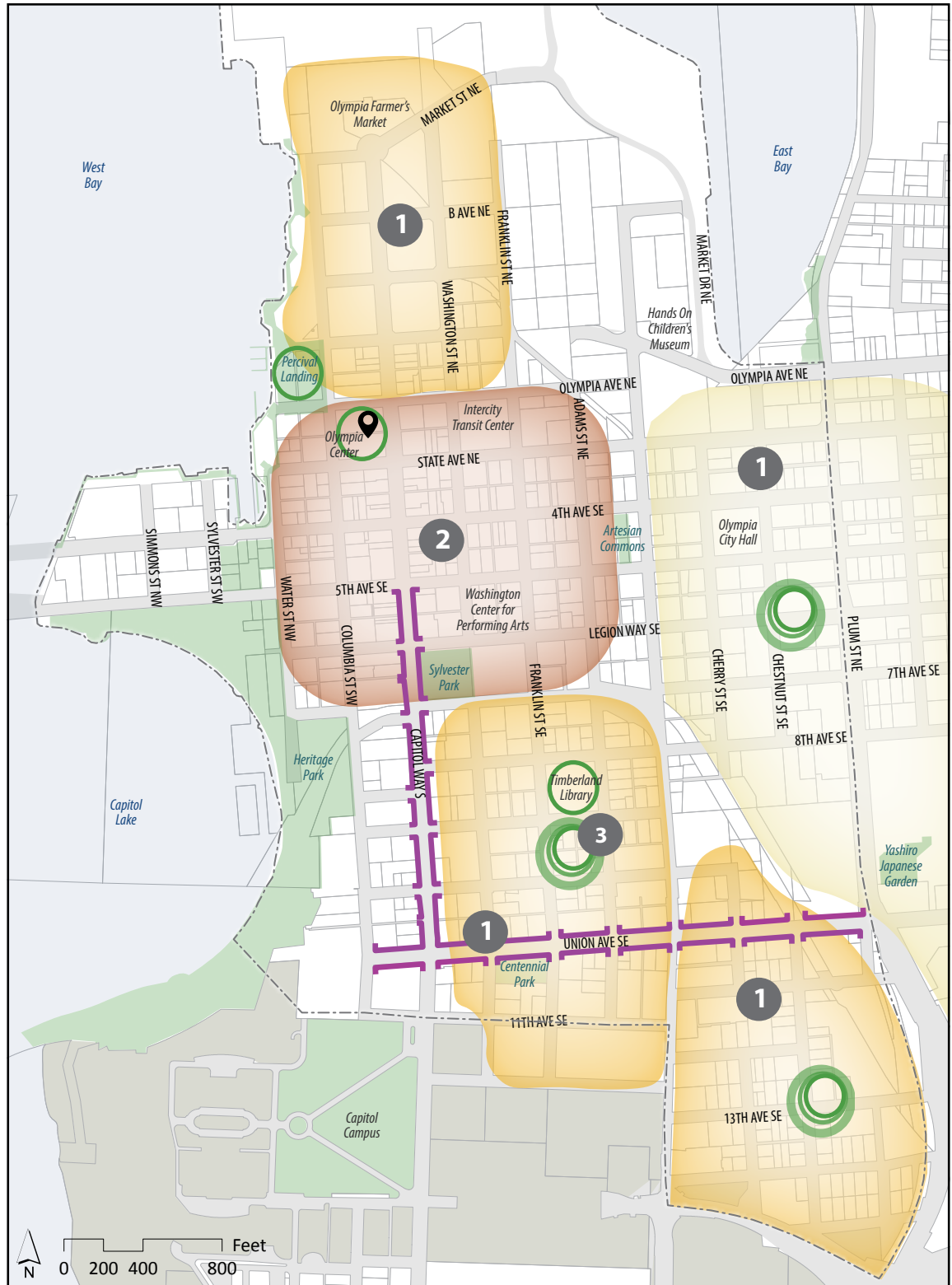
3 In the next Park Plan update, consider how existing or new parks and/or public facilities (e.g., library, Olympia Center, recreation center) serve neighborhoods.

Location not determined

Existing park or facility serving neighborhood

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Will easily accommodate 5,000 new residents
- Links downtown to eastern neighborhoods
- Increases the variety of housing types and prices
- Neighborhood services and parks/facilities will make downtown more livable, including for families
- Enhances residential character
- Moderate cost

CHALLENGES

- Sea level rise/flooding north of Legion Way
- Will require strong design review guidelines and process
- Neighborhood amenities won't be accomplished in short term
- No “wow” factor

SCENARIO B: LIVE



Transportation

PROPOSALS

4 Create a network of pleasant pedestrian connections in and between neighborhoods (specific streets to be determined).



5 Study the conversion of one-way streets to two-way streets.



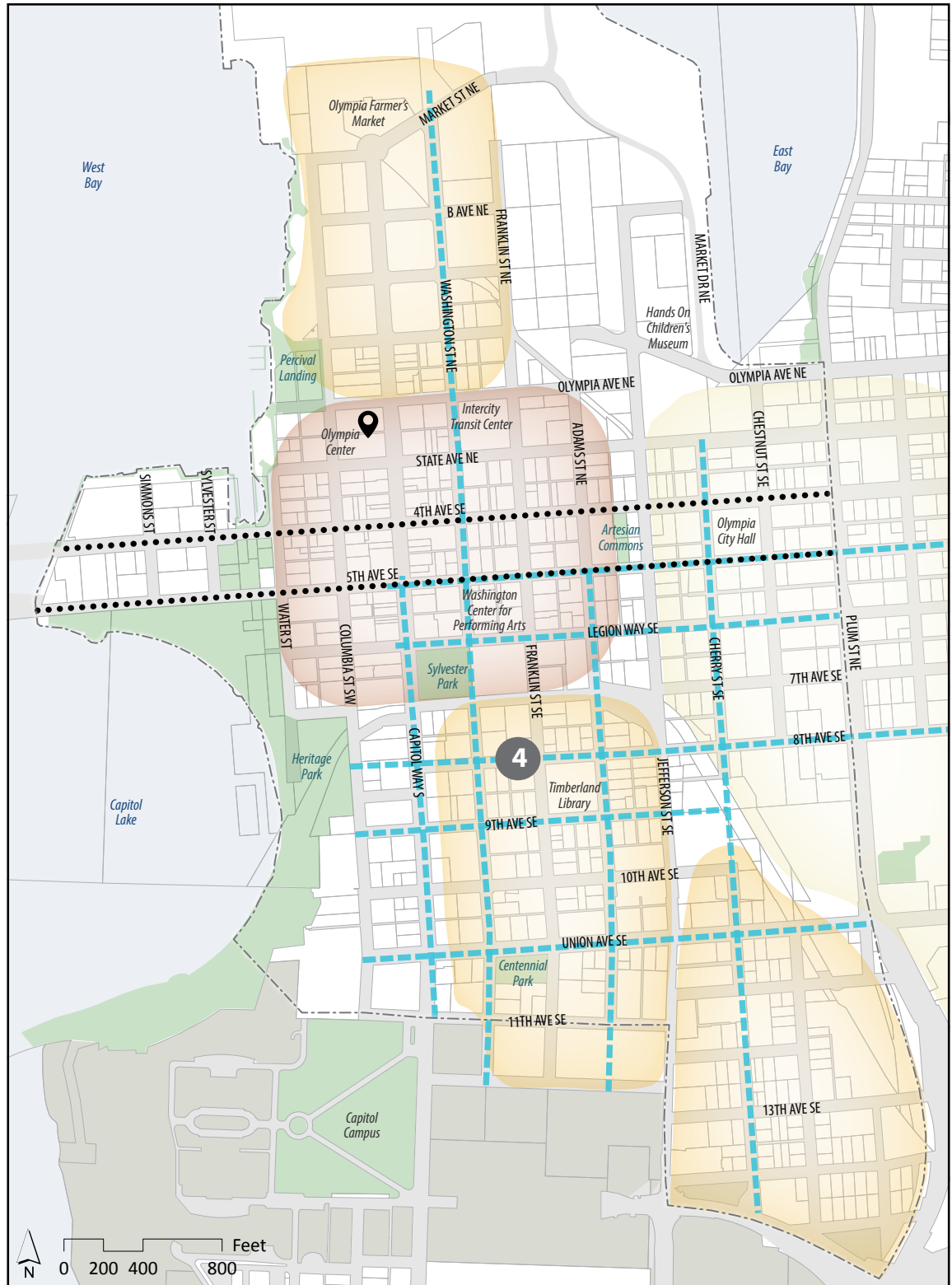
BIG PICTURE PROPOSALS

Establish neighborhoods with services

Retain residential in the core

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Distributes street improvements around the downtown
- Creates unifying pedestrian environment
- Connects residents to services
- Parking and access demands are more easily met with development
- Low cost

CHALLENGES

- Neighborhood streets focus doesn't address citywide/regional traffic issues (i.e., benefits are very localized)
- Ignores northeast sector
- Bicycle network not specifically addressed

SCENARIO C: WORK



The Big Picture

PROPOSALS

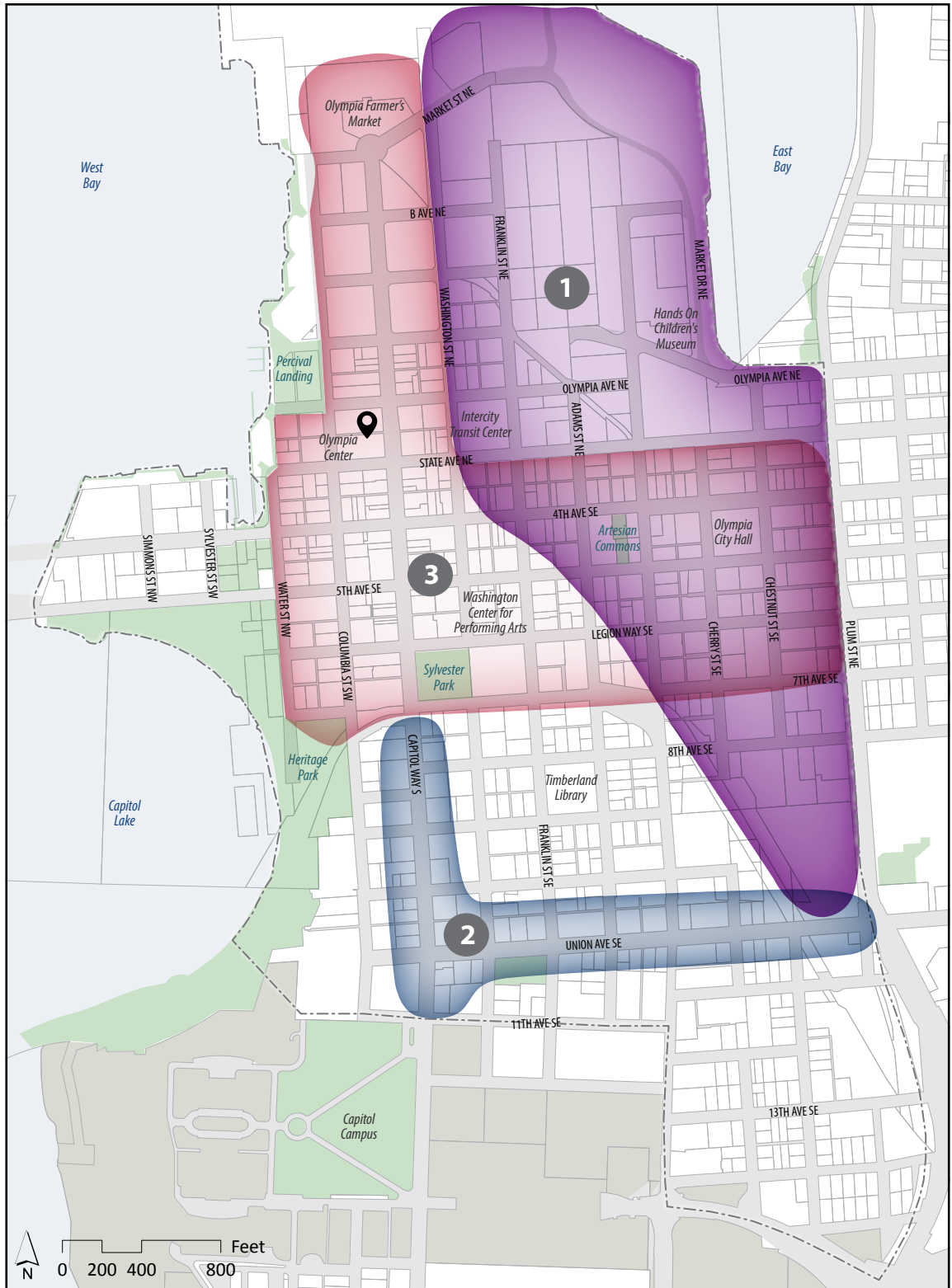
1 Building on Port and LOTT activities and existing warehouses, encourage employment opportunities by supporting a “tech” and “artisans district” with plenty of affordable commercial space. Encourage the re-use of industrial buildings and very diverse, eclectic, and energy- and water-efficient architecture.



2 Encourage infill development to grow finance and office district with energy- and water-efficient construction.



3 Attract workers by building on retail and entertainment activities in the core and partnering with Evergreen or others to leverage college opportunities.



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)

STRENGTHS

- Creates more diverse economy
- Leverages youthful and entrepreneurial energy
- Makes use of available land and existing building stock
- Artisan studios also attract visitors
- Leverages private investment
- Low cost

CHALLENGES

- Requires collaboration with Evergreen, County, and other interests
- Attracting tech industries may take work
- Industries may create impacts (noise, truck traffic)
- Sea level rise/flooding
- Soil/groundwater contamination from prior land uses
- Generally caters only to young and “creative class”

SCENARIO C: WORK



Transportation

PROPOSALS

4 Implement transit, vehicular, pedestrian, and bicycle improvements to serve businesses.



5 Ensure functional streets for businesses with transit, pedestrian, and bicycle access.







6 Implement pedestrian-oriented improvements to create lively live/work environment. Emphasize comfortable connections to transit.

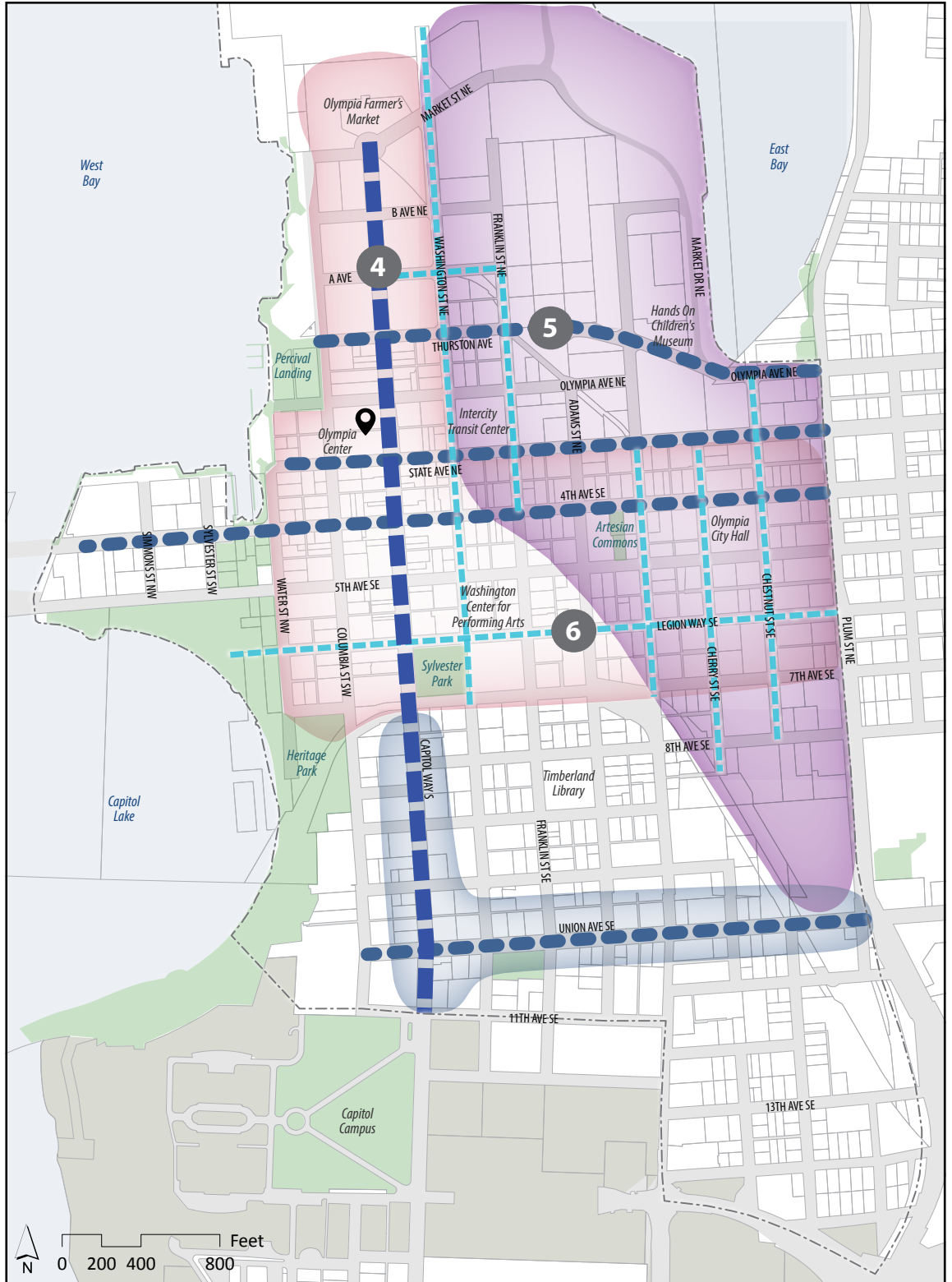


BIG PICTURE PROPOSALS

-  Artisan and tech district employment opportunities
-  Finance/office district
-  Retail and entertainment core improvements

EXISTING FEATURES

-  Downtown planning area
-  City and State parks
-  State Capitol Campus
-  You are here (Olympia Center)



STRENGTHS

- Focused improvements would have high impact on northeast sector business opportunities
- Focus on transit and access to the Intercity Transit Center benefits regional workers and people using social services
- Moderate cost

CHALLENGES

- Requires a parking and access needs study
- Increased jobs downtown may increase traffic
- Doesn't address south sector work opportunities
- Need to balance truck loading and routes with pedestrian orientation
- Streetscapes focus on functional rather than aesthetic and environmental needs

Appendix B:

FEBRUARY 3, 2016

Workshop 2 Results

Over 100 people participated in Workshop 2. Senior Planner Amy Buckler and Councilmember Julie Hankins opened the workshop. MAKERS presented an overview of the Downtown Strategy purpose and process and a summary of public engagement results that led up to the scenarios and their proposals. Following this introductory material, MAKERS presented the scenarios and proposals (Appendix A), simultaneously leading the audience through an exercise to evaluate the proposals. Participants broke into small groups for the second half of the workshop to discuss and further evaluate the proposals. Finally, individuals placed dots on the six proposals they would most like to see accomplished.



Over 100 community members evaluated proposals individually and as groups at Workshop 2, setting the direction for the Guiding Framework.

SCENARIO A: VISIT

The Big Picture

PROPOSALS

- Build on existing attractions in waterfront and core, and develop a Capitol to Maker "high activity spine" with:
 - Diverse, high-quality architecture and historic preservation.
 - A positive relationship between social services and businesses' attractions, and
 - Highly visible and active public spaces and amenities.
- Enhance "entertainment districts" with special focus on safety and integration with surrounding uses.
- Add new museum and placemaking to waterfront location not specified.
- Develop a master plan for the isthmus.
- Enhance waterfront recreation opportunities.

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Retain history and current identity
- Draws regional visitors
- Enhances retail activity
- Enhances Capitol Lake waterfront
- Encourages bus ridership
- Invites State workers and visitors into downtown
- Encourages high-quality architecture and civic spaces

CHALLENGES

- Provide regional and national parking supply
- Nighttime activity near residential areas
- High cost, especially for new attractions
- Requires high-quality development
- Low level of landflowing generally north of Legion Way

Transportation

PROPOSALS

- Improve Capitol Way as the City's "signature street"
- Improve circulation, especially pedestrian, around 4th and 5th Aves.
- Design Legion Way (between Capitol and Washington St.) between Legion and 5th as "festival street" that will be closed for scheduled activities.
- Continue to improve alleys in core.
- Improve pedestrian connections on Thurston Ave.
- Create "shared streets" from Capitol Way to Parcel Landing and Capitol Lake.
- Enhance major entries into downtown.
- Continue to develop the Olympia Waterfront Route and connect it to a new walking/biking trail that highlights cultural and historic features (route not identified).

BIG PICTURE PROPOSALS

- High activity core and waterfront
- Entertainment districts

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Capitol Way could be a walking "Main St."
- Attractions are better connected for pedestrians, bicycles, and cars
- Builds on current alley improvements
- Includes several innovative street design concepts that emphasize public space

CHALLENGES

- Requires traffic analysis
- High cost

SCENARIO B: LIVE

The Big Picture

PROPOSALS

- Locate neighborhoods with services and a range of housing options. Require development to be sensitive to the scale and character of existing neighborhoods and most housing to be "ground level"
- Significant residential growth
- Neighborhood-oriented services (retail, professional, etc.)
- Retain residential in the mixed-use core.
- In the next Plan Period update, consider how existing or new parks and/or public facilities (e.g., library, Olympic Center, recreation center) serve neighborhoods, location not determined
- Existing park or facility serving neighborhood

EXISTING FEATURES

- Downtown planning area
- City and historic
- Non-urban (Olympic Center)

STRENGTHS

- Will easily accommodate 5,000 new residents
- Links downtown to eastern neighborhoods
- Increases the variety of housing types and sizes
- Neighborhood services and parks/facilities will make downtown more livable, including for families
- Enhances residential character
- Moderate cost

CHALLENGES

- Will require strong design review guidelines
- Neighborhood amenities won't be accomplished in short term
- No "form" factor

Transportation

PROPOSALS

- Create a network of pleasant pedestrian connections in and between neighborhoods (specific streets to be determined)
- Study the conversion of one-way streets to two-way streets

BIG PICTURE PROPOSALS

- Establish neighborhoods with services
- Retain residential in the core

EXISTING FEATURES

- Downtown planning area
- City and historic
- Non-urban (Olympic Center)

STRENGTHS

- Distributes street improvements around the downtown
- Creates ongoing pedestrian environment
- Connects residents to services
- Parking and access demands are more easily met with development
- Low cost

CHALLENGES

- Neighborhood streets focus doesn't address citywide/regional traffic issues (i.e., benefits are very localized)
- Ignores northeast sector
- Bicycle network not specifically addressed

SCENARIO C: WORK

The Big Picture

PROPOSALS

- Building on Port and LOTT activities and existing warehouses, encourage employment opportunities by supporting a "tech" and "artisan" district with plenty of affordable commercial space. Encourage the re-use of industrial buildings and very diverse, eclectic, and energy- and water-efficient architecture.
- Encourage infill development to grow finance and office district with energy- and water-efficient construction.
- Attract workers by building on retail and entertainment activities in the core and partnering with Evergreen or others to leverage college opportunities.

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Creates diverse economy
- Leverages youthful and entrepreneurial energy
- Makes use of available land and existing buildings
- Artisan studios can attract visitors
- Leverages private investment
- Low cost

CHALLENGES

- Requires collaboration with Evergreen, County and other interests
- Attracting tech industries may take work
- Industries may create impacts (noise, truck traffic)
- Low level of landflowing
- Soil groundwater contamination from prior land uses
- Generally caters only to young and "creative class"

Transportation

PROPOSALS

- Implement transit, pedestrian, and bicycle improvements to serve businesses
- Ensure functional street for businesses with transit, pedestrian, and bicycle access.
- Implement pedestrian-oriented improvements to create study the work environment. Emphasize comfortable connections to transit.

BIG PICTURE PROPOSALS

- Artisan and tech district employment opportunities
- Finance/office district
- Retail and entertainment core improvements

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Focused improvements would have high impact on northeast sector business opportunities
- Focus on transit and access to the vicinity
- Transit Center benefits regional visitors and people using local services
- Moderate cost

CHALLENGES

- Requires parking and access needs study
- Increased jobs downtown may increase traffic
- Doesn't address south sector work opportunities
- Need to balance truck loading and routes with pedestrian orientation
- Streetcapes focus on functional rather than aesthetic and environmental needs

Scenarios and proposals evaluated by community members at Workshop 2. See Appendix A for full-size graphics.

These activities provided the team with the community's priorities and highlighted proposals that would need updating or clarification. In sum, participants' highest priorities were:

- Build on existing downtown core attractions by developing a Capitol to Farmers Market "high activity spine,"
- Establish neighborhoods with services and a range of housing options throughout downtown,
- Build on Port and LOTT activities and existing warehouses to create an eclectic "artisan/tech district" with plenty of job opportunities, while also enhancing an "entertainment district" centered on 4th Ave, and
- Improve pedestrian connections, especially in neighborhoods, in the artisan/tech district area, and to public transit.

High support was also shown for the following proposals:

- Master plan the isthmus,
- Study the potential of converting 4th Ave and State St to two-way streets,
- Retain residential in the mixed-use core, and
- Enhance waterfront recreation opportunities.

Proposals that did not receive much support included:

- Implementation of the Olympia Waterfront Route and a connected historic and cultural trail,
- The encouragement of additional finance or office development on Union Ave, and
- Improving the pedestrian environment on Thurston Ave.

Because the Olympia Waterfront Route and Thurston Ave were heavily supported in other venues (i.e., with the Stakeholder Work Group, social services providers, and Technical Team), questions were added to Online Survey 2 to better understand the community's thoughts on these.



Participants rated proposals individually and as groups. Group discussion allowed people to understand the proposals more fully and hear varying opinions.



At the end of the workshop, participants prioritized their top six proposals.

Guiding Framework

The draft Guiding Framework, shown in map form on the following pages, is the culmination of Step 2. Actions in the draft Guiding Framework have been vetted through the public process and technical analysis, and many will receive further analysis during Step 3. The Stakeholder Work Group comments, Online Survey 2 results, and analysis results will be incorporated in these maps during Step 3. With these updates, the Guiding Framework will be the basis for the Downtown Strategy.

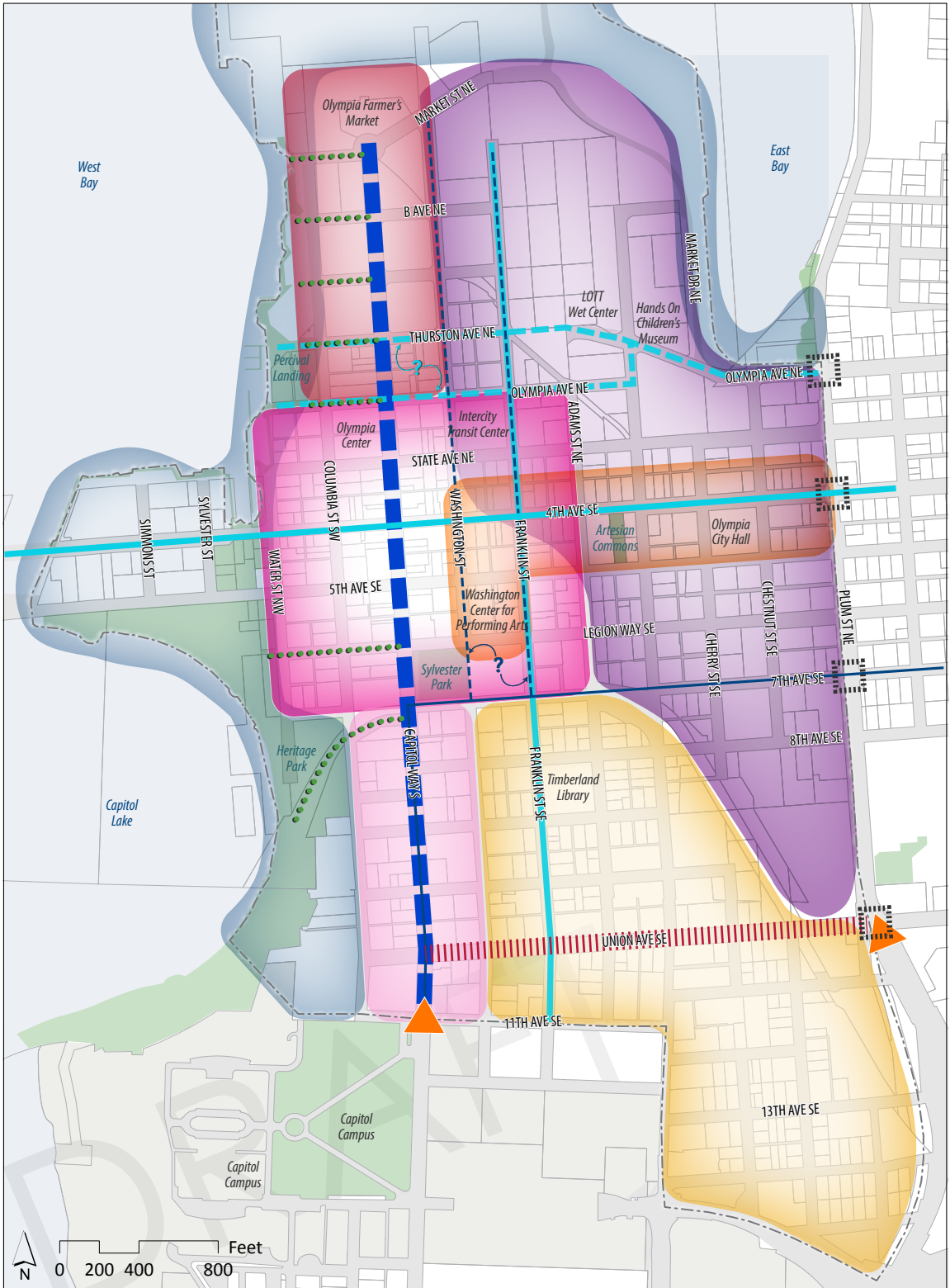
DRAFT GUIDING FRAMEWORK MAP

CHARACTER AREAS

- WATERFRONT**
Enhance and connect to waterfront attractions.
- MARKET/PENINSULA**
Encourage high activity mixed-use area.
- CORE**
Enhance historic retail core and residential neighborhood.
- UPPER CAPITOL WAY**
Continue Capitol-to-Market high-activity spine to Capitol Campus.
- ARTISAN/TECH**
Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.
- ENTERTAINMENT**
Continue the core's energy eastward in a safe and lively entertainment district.
- SE NEIGHBORHOOD**
Build a holistic neighborhood with services and amenities.

CONNECTIONS

- Capitol Way improvements
- Street improvements
- Street improvement options
- Bike lanes
- Bike lane options
- Street improvements for neighborhood commercial
- Shared streets
- Intersection improvements
- Enhanced gateways



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus

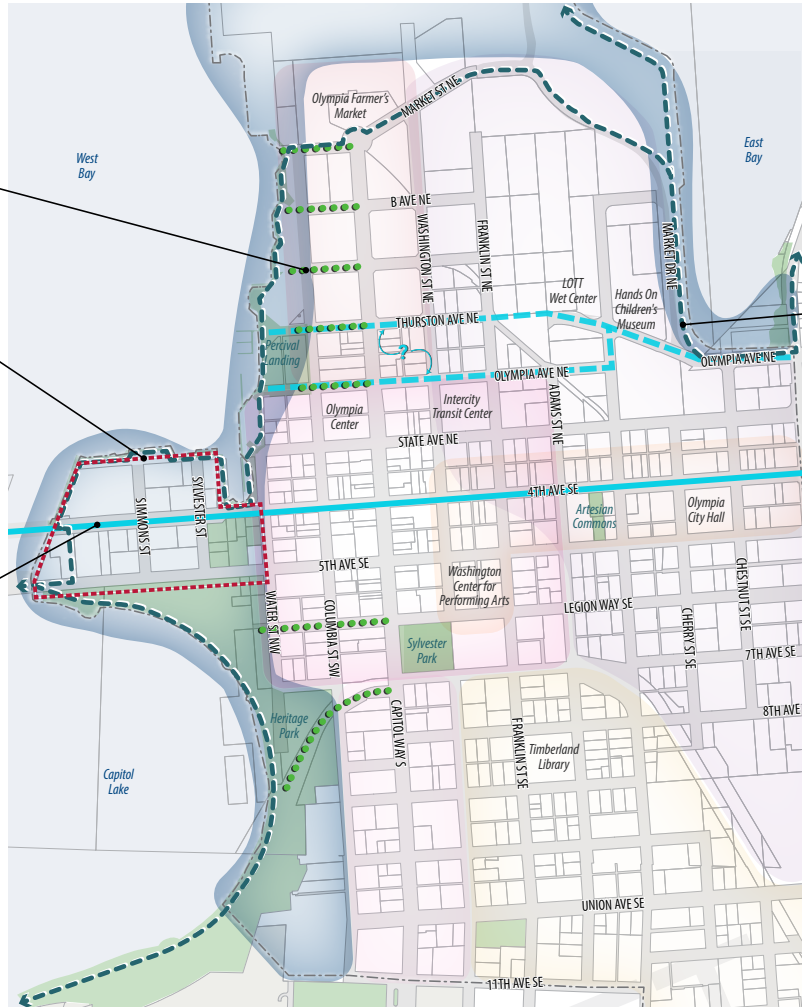
WATERFRONT

Build on existing attractions to create an attractive waterfront with vibrant and visible public spaces and amenities with access to the water and many landmark views. Ensure gathering places for public activity and events with inviting pedestrian connections to the historic shopping district, Farmers Market, and Capitol Campus.

Create "shared streets" from Capitol Way to the waterfront (PR-10).

Develop and adopt a land use, circulation, design, and environmental enhancement plan for the isthmus (LU-2).

Reduce truck speed and impacts on 4th Street (PR-7).



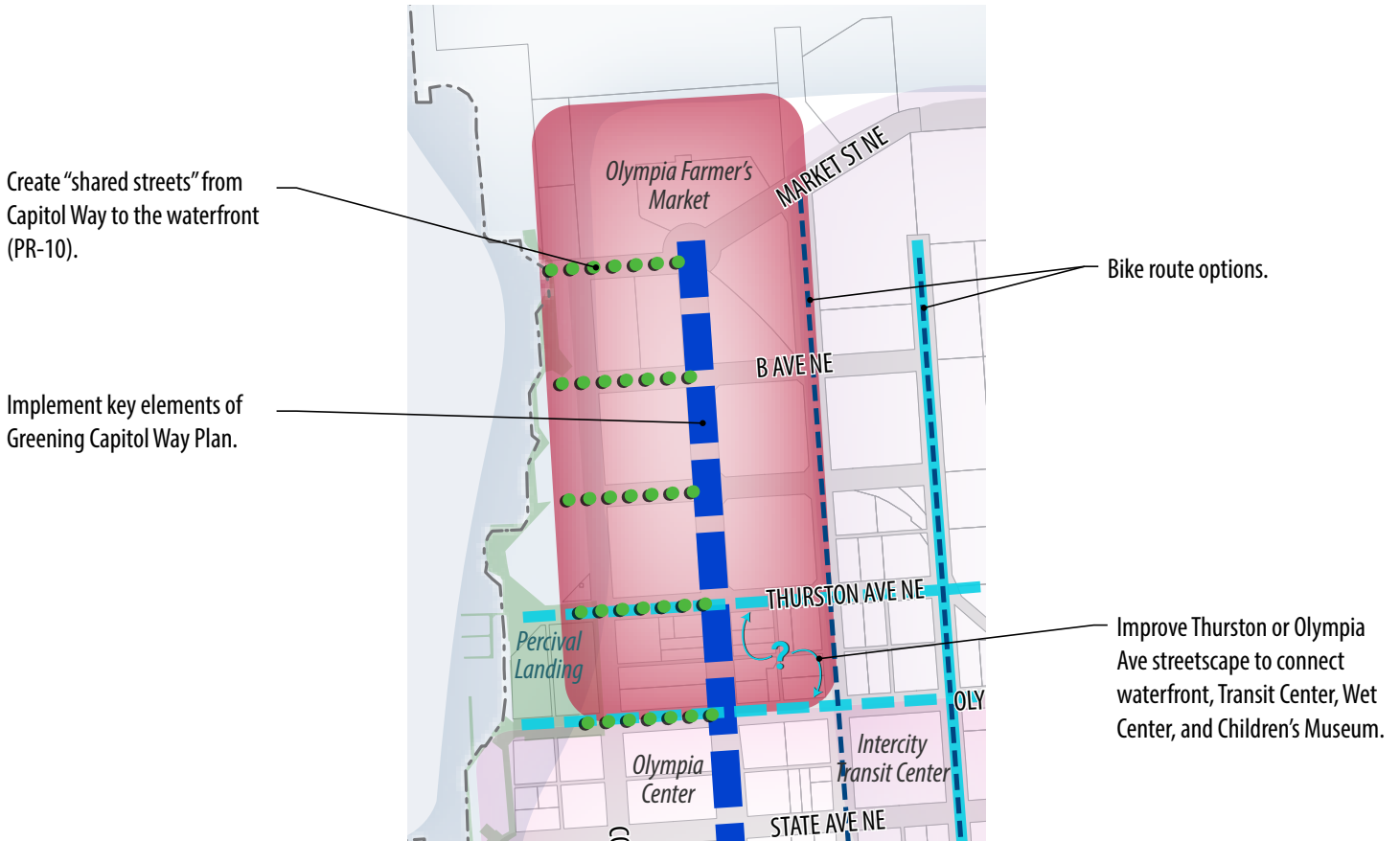
Continue to develop the Olympia Waterfront Route. Plan and design a new trail that highlights cultural and historic features and connects to the Olympia Waterfront Route (PR-2).

Actions throughout Waterfront

- Address sea level rise. Identify solutions and take action. On the waterfront, options may include naturalizing a portion of the waterfront and landscape design that protects from periodic flooding (SR-1).
- Continue improving the waterfront. Identify and implement the most important actions (PR-1).
- Identify waterfront recreation opportunities (e.g., kayaking) and develop action plan (LU-1, PR-1).
- Ensure transit access to the waterfront (PR-6).

MARKET/PENINSULA

Build on existing attractions to create pedestrian-oriented streetscapes with a well-designed blend of mixed-income housing, retail, entertainment, and hospitality that draws people from the downtown core to the Farmers Market. This is an inviting place for seniors to live and people of all ages to recreate and explore exciting pathways to the waterfront.

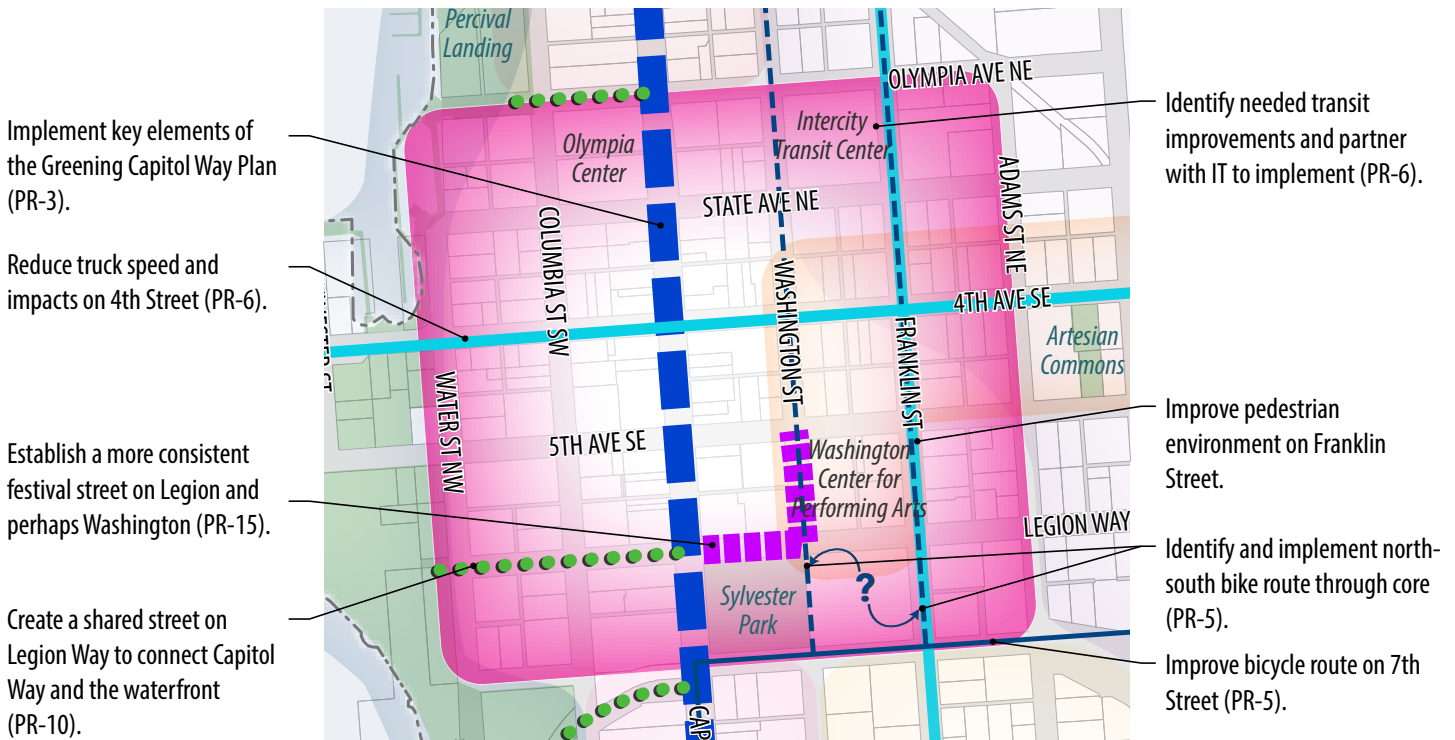


Actions throughout Market/Peninsula

- Address sea level rise. Identify solutions and take action (SR-1).
- Tweak development standards to encourage development and require side street improvements.
- Address local parking issues in parking strategy.
- Identify needed services for neighborhood residents.
- Establish residential goals for this area.

CORE

Build on existing attractions in downtown's historic and retail shopping core with diverse, high quality architecture and historic preservation, a positive relationship between social services and businesses/attractions, highly visible and active public spaces and amenities, and mixed-income residences.

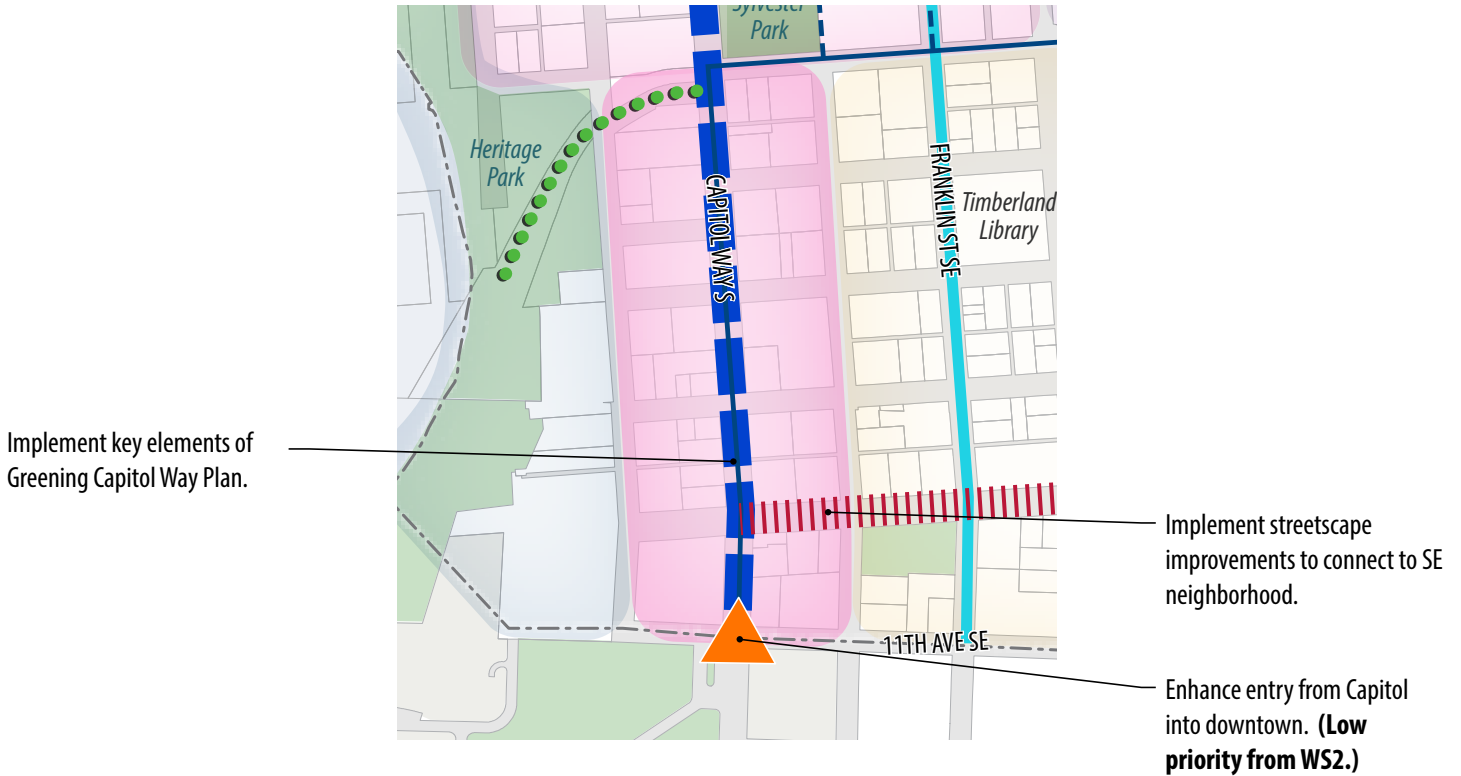


Actions throughout Core

- Encourage development with active uses near Capitol Way to create a high activity spine from the Capitol to the Market (LU-3).
- Establish design guidelines and tenant size restrictions emphasizing historic preservation and small scale pedestrian-oriented storefronts (D-1). Include CPTED and mixed-use buildings in design guidelines (D-4).
- Adopt historic preservation and adaptive use strategies (D-5, D-6).
- Work with the State to identify collaborative efforts to provide commercial services to government workers and officials (E-1).
- Develop and implement a retail strategy. Identify gaps and focus on local business development (E-4).
- Address negative perception of downtown regarding convenience and security (E-9).
- Retain existing residences in the core and identify core's role in housing strategy (H-?).
- Prepare a parking strategy (P-1).
- Plan and design a new trail that highlights cultural and historic features and connects to the Olympia Waterfront Route (PR-2).
- Address sea level rise (SR-1).
- Downtown-wide actions, such as E-2, E-3, E-5, E-6, E-8, E-10, H-1-3, PR-9, and SS-1 through 9.

UPPER CAPITOL WAY

Build on existing attractions to create a vibrant mix of office, hospitality, retail, dining and residential uses. This compact mix of uses and a beautifully designed multimodal Capitol Way creates an inviting connection between the State Capitol Campus and the historic, retail core.



Actions throughout Upper Capitol Way

- Identify redevelopment vision for area and ways to link the Capitol Campus to downtown for mutual benefit.
- Explore options for regulations and incentives to achieve desired development.

DRAFT

ARTISAN/TECH

Build on Port and LOTT activities and existing warehouses to create a warehouse/light industrial, artisan, culinary arts, and tech hub that includes affordable commercial space, housing (especially for artists), studio, gallery, and retail space. Industrial buildings are re-used, and very diverse, eclectic, and energy- and water-efficient architecture is prevalent. Visitors of all ages feel comfortable arriving by bus, bike or car to participate in exciting education and recreation opportunities. Water is a theme throughout the landscape, making connections to swantown history, the marina, and activities at the LOTT Wet Center.

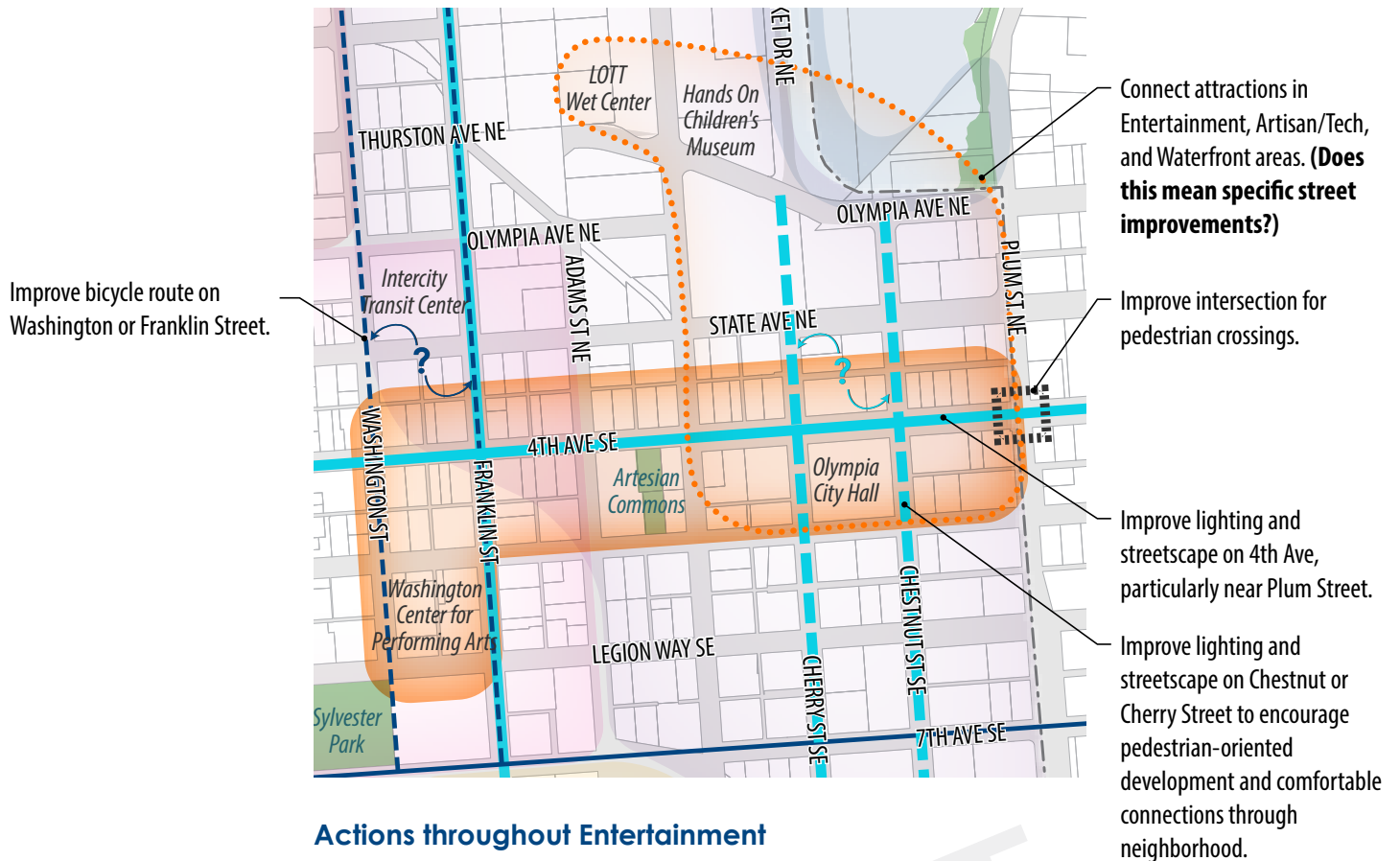


Actions throughout Artisan/Tech

- Work with Port and EDC to define opportunities and frame an Economic Development Strategy.
- Tweak land use regulations to implement strategies.
- Support social service siting downtown and ensure safe and comfortable places for all downtown users.

ENTERTAINMENT

Enhance the area as a regional theatre and entertainment district with excellent dining and night life. The streetscape, retail, and dining options along 4th and State Avenues draw pedestrians from the historic core east toward Plum Street.



Actions throughout Entertainment

- Continue safety and security activities. Consider the impacts of nightlife on surrounding residential uses.
- Promote arts activities.
- Examine regulations and guidelines to integrate a wide mix of uses.
- Create a network of pleasant pedestrian connections between neighborhoods. **(Priority from WS2. Needs more specificity.)**

SE NEIGHBORHOOD

Establish a family-friendly, residential neighborhood with a mix of housing types anchored by the Timberland Library and served by some offices, small-scale retail, cafés, and services. This area includes historic single family homes alongside newer multifamily apartments and townhomes, many energy-efficient buildings and other examples of “green innovations,” gardens, children-oriented parks, and great pedestrian and bicycle connectivity to the State Capitol Campus and downtown core.



Actions throughout SE Neighborhood

- Create a network of pleasant pedestrian connections. **(Priority from WS2. Needs more specificity.)**

Appendix D:

MARCH 17-27, 2016

Online Survey 2 Results

The team designed Online Survey 2 to better understand community preferences regarding proposals discussed at Workshop 2, add further detail to the proposals, and prioritize views for analysis. 482 people responded between March 17 and 27, 2016.

MOST IMPORTANT ACTIONS

The survey asked participants to weigh in on the importance of a variety of proposals to help the City prioritize actions for the next six years. All proposals received average scores of “important,” ranging from 1.54 (closer to “very important”) to 2.50 (closer to somewhat important). The most important actions to respondents included:

1. Repairing sidewalks in the Artisan/Tech area and the Southeast Downtown Neighborhood (received the highest scores on the survey by far of 1.54 and 1.55),
2. Enhancing the Capitol-to-Market high activity area (1.76),
3. Encouraging neighborhood-serving businesses to locate in the Southeast Neighborhood (1.83), and
4. Enhancing the waterfront area (1.85).

Other proposals ranking near the top were:

5. Continuing to develop the Olympia Waterfront Route/trail (note that this had not performed well at Workshop 2, but landed near the top on this survey) (1.98),
6. Enhancing the Entertainment area (2.01),
7. Improve upon the Artisan/Tech area (2.06),
8. Master plan the isthmus (2.07), and
9. Enhance the connection between Percival Landing and the Hands On Children’s Museum (note that this was one of the lower-ranked proposals at Workshop 2, but performed very well on this survey) (2.09).

DETAILING SPECIFIC PROPOSALS

Character areas

The areas and descriptions have been refined through the iterative process. All character areas—Capitol to Market, Waterfront, Entertainment, Artisan/Tech, and Southeast Neighborhood—performed well on the survey. This indicates that their evolution from the “districts” exercise in Workshop 1,



Building on existing attractions to enhance the Capitol-to-Market area has consistently been a popular proposal.



Enhancing the Waterfront area also scored very well on this survey.

through input on their character on Online Survey 1, and further evaluation at Workshop 2, along with Stakeholder Work Group input, has brought them to a state with which the community feels comfortable.

Enhancing the waterfront

The survey asked for more detail on how to enhance the waterfront. The four proposals—master planning the isthmus, developing the Olympia Waterfront Route (trail), enhancing waterfront recreation opportunities, and improving the pedestrian connection between Percival Landing and the Hands On Children’s Museum—all performed well.

The Olympia Waterfront Route (trail), despite it not being particularly popular at Workshop 2, was one of the most popular ideas on this survey. Respondents also believed that it was relatively important for the trail to be designed for bicycles in addition to pedestrians. Likewise, the Thurston or Olympia Ave connection to the WET Center and Hands On Children’s Museum performed well on this survey despite being a low priority at Workshop 2.

To flesh out proposals for waterfront recreation opportunities, the survey asked what specific activities should be enhanced or provided. The top scorers included:

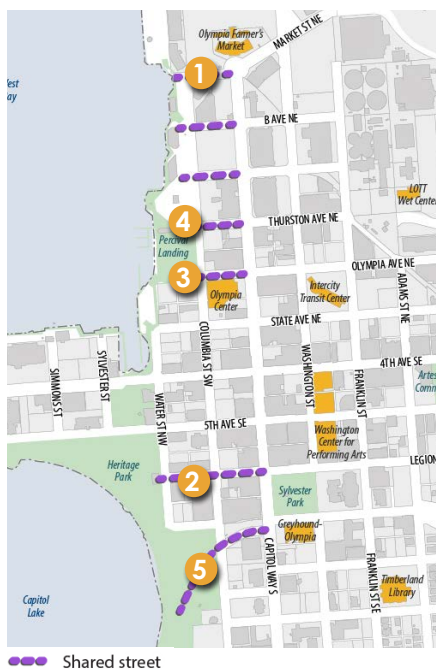
1. Viewpoints/seating areas (clear winner),
2. Non-motorized craft launch points (nearly tied with 3 and 4 below),
3. Additional restaurants, and
4. Space for outdoor concerts.

Respondents were fairly ambivalent regarding additional retail along the waterfront, and less popular ideas included additional marina slips and motorized craft launch points. Popular themes from the “other” responses included security, ecologically sound shorelines and landscaping, housing, and small parks and public access.

Streets priorities, function, and design

Shared streets. Respondents prioritized the various proposed shared streets. See map to the left. Market Street and Legion Ave were the highest priorities for respondents, followed by Olympia Ave and Thurston Ave. A and B Aves were the lowest priorities.

Festival streets. Both Washington Street and Legion Ave were seen as important/somewhat important and received similar scores.



Shared streets numbered by priority

Bicycle facility types. As the team recommends north-south bicycle route options through downtown, it was important to understand what facilities community members would be most likely to use. Clear winners were raised protected bike lanes and one-way protected bike lanes. Respondents also reacted positively to two-way protected bike lanes and bike corridors. People were less sure about buffered bike lanes, and had negative reactions to standard bike lanes and shared streets. Only about 10 percent of respondents selected “Don’t Know/Don’t Care” in regards to these facilities, indicating that there is a strong interest in bicycling.

VERY POSITIVE RESPONSE



Raised protected bike lane



One-way protected bike lane

POSITIVE RESPONSE



Two-way protected bike lane



Bike corridor (also known as a neighborhood greenway or bicycle boulevard)

NEUTRAL RESPONSE



Buffered bike lane

NEGATIVE RESPONSE



Standard bike lane



Shared street



Renovated warehouse

Architectural character in the Artisan/Tech area

The team had received mixed input on the character desired for the Artisan/Tech area, so this survey asked for specific feedback on desired character (see images to the left). Participants strongly favored renovated warehouses and generally like modern architecture with industrial character and fun and educational water elements incorporated in the design. Respondents had a slightly negative reaction to the cost-effective architecture photo.



Modern/industrial character

Residential growth patterns

The team had heard mixed preferences regarding preferences for residential growth patterns in the Southeast Downtown Neighborhood. On this survey, nearly half of respondents preferred new residential development to be a combination of 1) spread throughout the area in small-scale developments like townhouses, low-rise apartments and condos, and small lot homes, and 2) concentrated in multistory towers in select areas. One third of people preferred the spread throughout pattern alone.



Fun and educational water elements

Pedestrian improvements

Improving the pedestrian network, especially in the Southeast Downtown Neighborhood and Artisan/Tech area has consistently been a priority among participants. The most popular concept on this survey was repairing sidewalks in these two areas. Awnings were also seen as important, followed by enhanced bus stops. Narrowing lanes to create more space for pedestrians, landscaping, and lighting and traffic calming measures at intersections were lower priorities.

However, popular “other” responses included more landscaping, traffic flow/control, and lighting. This indicates that people may not realize that the improvements they want often require narrower travel lanes or intersection improvements. Vagrancy, homelessness, and safety were other issues raised often in the “other” responses. Public restrooms were a popular suggestion for the Artisan/Tech area.



Cost-effective architecture for affordable commercial space

View corridors for analysis and protection

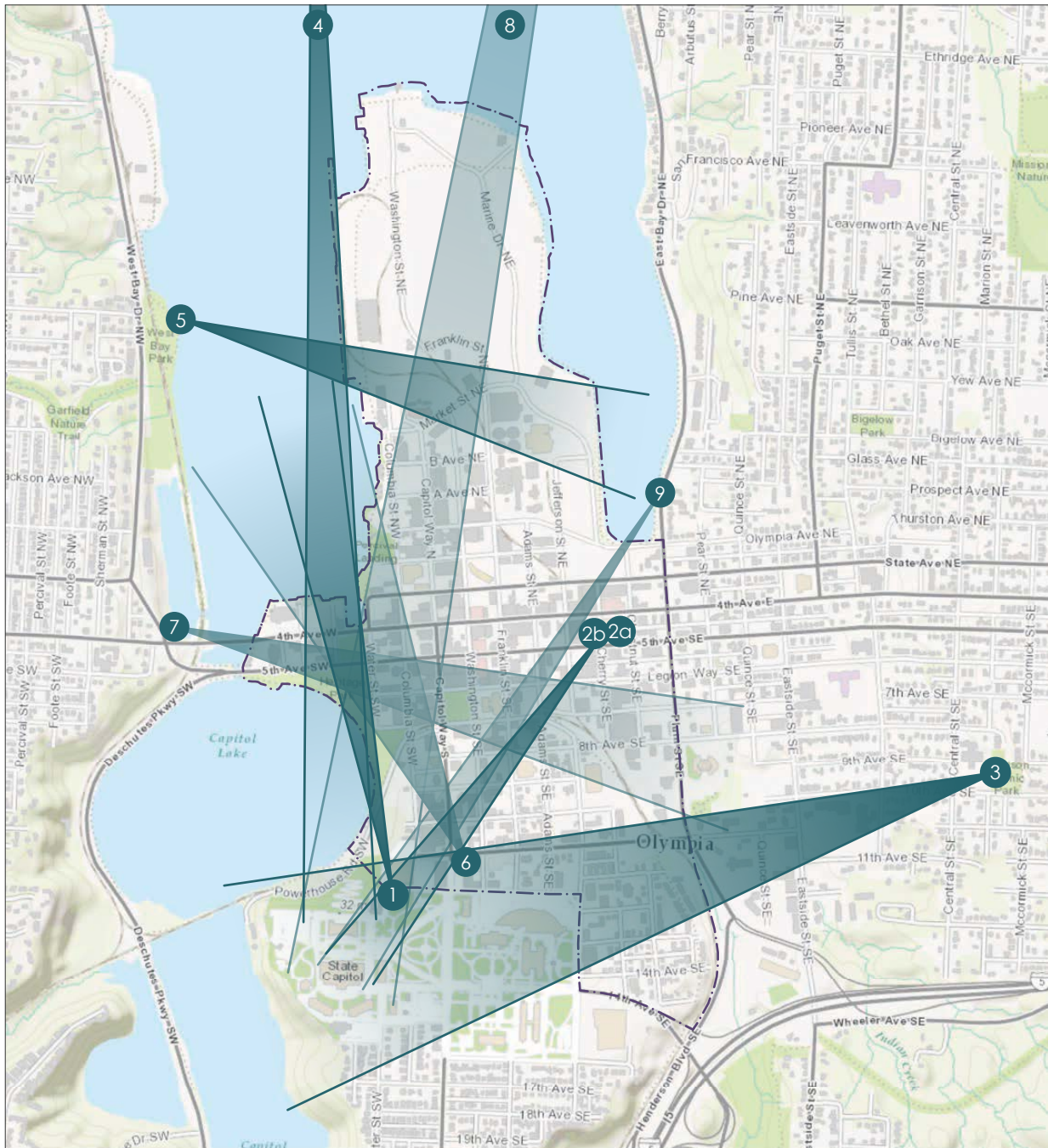
Respondents indicated that views are important to them for the following reasons (in order of popularity):

1. Sense of beauty (67%),
2. Connection to natural landscape (66%),
3. Sense of place (58%), and
4. Connection to historic fabric (39%).

“Other” responses coalesced around the theme that protecting the natural views is important.

When shown the map below and photos of each view, participants showed clear preferences on views for analysis and potential protection.

DRAFT VIEW CORRIDORS MAP



POTENTIAL VIEWS FOR ANALYSIS

- 1 Capitol Campus Promontory to Budd Inlet
- 2a City Hall to Capitol Dome
- 2b Cherry St to Capitol Dome
- 3 Madison Scenic Park to Capitol Dome/Black Hills
- 4 Puget Sound Navigation Channel to Capitol Dome
- 5 West Bay Park Lookout to Mt Rainier
- 6 Capitol Way & Union to Olympic Mountains
- 7 Park of the Seven Oars to Mt Rainier
- 8 Priest Point Park to Capitol Dome
- 9 East Bay Dr Lookout to Capitol Dome

Map of view corridors that, prior to Online Survey 2, had been identified as potentially important for analysis

The views are listed below in order of importance to respondents:

Very important/important:

1. Capitol Campus Promontory to Budd Inlet*
2. West Bay Park to Mt Rainier*
3. Park of the Seven Oars to Mt Rainier

Important:

4. East Bay Drive to Capitol Dome
5. Puget Sound Navigation Channel to Capitol Dome*
6. Priest Point Park to Capitol Dome

Somewhat important:

7. Madison Scenic Park to Capitol Dome/Black Hills*
8. Capitol Way/Union to Olympic Mountains

Not important:

9. Cherry Street to Capitol Dome*

*Five views already selected for analysis. Note that despite Cherry Street being seen as not important, it has been a useful view for exploring issues related to the Capitol Heights District and the 1063 Building.

Open-ended responses

Responses from the final question asking “what else would you like us to know?” include:

- (81) Vagrancy/Homelessness
- (33) Improve Safety/More Police Presence
- (20) Need Parking Strategy and/or more parking/parking garage
- (17) Appreciation for this process
- (17) Traffic Flow
- (17) Improve bus service, pedestrian and bicycle access
- (15) Sea level rise
- (13) Less Parking
- (11) Remove or repurpose Capitol Center Building on Isthmus
- (8) Investment in the arts – funding for the Procession of the Species
- (6) Public restrooms
- (6) Currently adequate parking - parking perception is the problem
- (5) Lighting
- (5) Enforcement of non-maintained buildings
- (4) Improve sidewalks

- (3) Bring courthouse downtown
- (3) Covered outdoor eating spaces
- (2) More housing
- (2) View protection
- (2) Turn Capitol Lake into an estuary – repairing the water quality
- (2) No more buildings like 123 4th. Way to large – out of scale
- (1) More Public spaces
- (1) Stop the 8 year tax holiday for new residential development
- (1) No subsidies for economic development – let the developers pay
- (1) Limit the height of buildings near the waterfront
- (1) Improve signage on parking lots that are available on evenings and weekends
- (1) Urban gondola would be a great addition to the Olympia-Tumwater Brewery
- (1) Streetcars from Tumwater to Farmers Market
- (1) Convention or event center
- (1) Invest in a real marketing plan encouraging visitors
- (1) Bring higher education facilities
- (1) Historical museum
- (1) More garbage cans
- (1) Move the transit center out of downtown
- (1) Paddle boat rentals on Capitol Lake
- (1) Suggest rethinking the naming of the Southeast Downtown Neighborhood. Too confusing with Southeast neighborhood. Plus “southeast of downtown” is unnecessarily precise. A South Downtown neighborhood is distinct, and generally right. Plus it lends itself to some kind of “SoDo” branding in future decades as it takes on a life of its own, similar to South Capitol neighborhood is its own brand. At the very least it avoids any confusion with the ‘other’ Southeast neighborhood
- (1) Get rid of old outdated rundown buildings
- (1) Encourage property (commercial and residential) ownership
- (1) Edible landscaping
- (1) Open up the entire waterfront to the public
- (1) Smoother streets
- (1) More bike racks
- (1) Park and ride at the edge of downtown with shuttle for employees
- (1) Charge more for residential parking

- (1) More Welcome to Olympia signs off the freeway
- (1) Outdoor swimming pool
- (1) Use vacant buildings to house the homeless

Respondent demographics

Two-thirds of respondents live within Olympia, but not downtown; one quarter live outside of Olympia, but within Thurston County; nine percent live downtown; and four percent live outside of Thurston County.

Half of respondents work downtown, and some own property or a business downtown.

Respondents fairly evenly represent a range of ages, with some under-representation in the 18 to 24 year range.

Respondents tend to visit downtown three or more times per week and come for a wide range of activities, with dining/ drinking and shopping as the most popular activities.

White people were the predominant respondents on this survey (88%), with thirteen percent representing other races and ethnicities.